

# Supplier and Service Company Listings

## ACCOUNT SPECIFIC MARKETING

### Catapult Action-Biased Marketing

55 Post Rd West  
Westport, CT 06880  
**Phone:** 203-682-4000  
**Fax:** 203-682-4155  
**Contact:** P. Kramer, Chief Operating Officer  
**Phone:** 203-682-4000  
**Fax:** 203-682-4996  
**E-mail:** pkramer@catapultmarketing.com  
**Website:** www.catapultmarketing.com  
**Other Offices:** Los Angeles, Phoenix, Bentonville, Nashville

**Company Description:** A marketing solutions agency using an action-biased approach which incorporates award winning strategy, customer marketing, consumer promotions, merchandising, interactive, direct marketing, and advertising, to increase brand equity and sales.

**Specialization:** Balancing brand communications, consumer messaging and retailer needs. No one knows retail better than us. We look at retail activation not as the end result of our marketing efforts, but as the beginning of a loyal consumer and customer franchise.

Catapult is a "client-centric" organization, meaning our world revolves around you, not the other way around. Our Single Point of Client Contact™ model links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will not only identify the full spectrum of marketing opportunities available to you, but, more importantly, ensure that those opportunities are fully integrated into your strategy.

**Clients:** CESAR® Brand Food for Dogs, Dannon, Disney, Fosters Wine, Future Brands, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, Subway Restaurants, Uncle Bens, Reynolds.

**Company Statement:** Catapult is strategically integrated. We influence what people actually do, not merely what they think or say, as the most direct route to increased marketing effectiveness and efficiency. We hire brand savvy, street-smart people who offer a combination of marketing smarts and discipline, combined with a real-world understanding of what will really work at retail.

## MARKETING DRIVE

Realize Your Brand's Full Potential

### Marketing Drive

800 Connecticut Ave, 3rd Floor East  
Norwalk, CT 06854  
**Contact:** Michael Harris, President & CEO  
**Phone:** 203-857-6100  
**Email:** Michael.harris@marketingdrive.com  
**New Business Contact:** Dean Williams  
**Phone:** 203-857-6117  
**Email:** dean.williams@marketingdrive.com  
**Website:** www.marketingdrive.com  
**Year Founded:** 1989

**Company Description:** A full-service promotional marketing agency.

### Company Statement:

Marketing Drive is a promotional marketing agency dedicated to helping our clients realize their brand's full potential. We do this by driving incrementality. Our trick, discover an unexpected insight or opportunity to translate into a creative idea that goes Boom - simple to say, hard to do. Smart solutions that help brands realize their full potential.

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**Professional Affiliations:** American Association of Advertising Agencies (AAAA), In-store Marketing Institute, and Promotion Marketing Association (PMA)



### Ryan Partnership

50 Danbury Road  
Wilton, CT 06897  
**Phone:** 203-210-3195  
**Fax:** 203-210-7926  
**Contact:** Dan Sullivan, President Emerging Business  
**Email:** dsullivan@ryanpartnership.com  
**Website:** www.ryanpartnership.com

**Other Offices:** Chicago, Columbus, Los Angeles, Dallas, Bentonville

**Company Description:** An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI - Return On Ideas.

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Our innovative marketing solutions provide our clients with 360° solutions through our focused marketing disciplines including:

- Consumer Promotion
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- Direct Marketing
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- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

**See How Far Ideas Can Take You™** is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You™!



**Vertical Marketing Network**  
Imagination. Integration. Innovation.

### Vertical Marketing Network

15147 Woodlawn Avenue  
Tustin, CA 92780  
**Phone:** 714-258-2400  
**Fax:** 714-258-2409  
**Contact:** Philip Saifer, President  
**Email:** contact@verticalmarketing.net  
**Website:** www.verticalmarketing.net

**Vertical Viewpoint:** Strong ASM/co-marketing programs set your brands apart from your competitors. From menu-driven programs to year-long trade partner alliance marketing events, Vertical Marketing Network delivers comprehensive integrated programs that work in each retail account. That is why respected clients/brands including Banquet Home-style Bakes, Chef Boyardee, Del Monte, Gold-n-Soft, Hunt's Snack Pack, Nickelodeon, MGM Home Entertainment and Warner Bros. Home Entertainment rely on our seasoned professionals to get it done.

**Competencies:** From planning to creative to turnkey execution and ROI/financial reporting, Vertical Marketing Network has the expertise to handle a wide range of retail-specific programs. From simple template programs, chain sweepstakes and in-store events - we take care of the details so you can focus on other business initiatives.

See "Agencies" listing for more information.

## ADVERGAMES



**sia**interactive  
www.siainteractive.com

### SIA Interactive

1062 NW 1st Court  
Hallandale Beach, FL 33009

**Phone:** 305-792-9212

**Fax:** 305-655-1999

**Contact:** Felipe Sommer, CEO

**Email:** felipes@siainteractive.com

**Website:** www.siainteractive.com

SIA Interactive is the leading provider of branded entertainment for events, tradeshow and promotions through interactive technology.

We specialize in Advergaming, latest trend in experiential Marketing, allowing clients to place marketing and branding messages embedded in fun and exciting video games, virtual reality simulations, projection experiences, 3D animations, etc.

## ADVERTISING/PROMOTIONAL PRODUCTS



### Card Express Inc

22800 Savi Ranch Pkwy, Suite 120  
Yorba Linda, CA 92887

**Phone:** 714-221-8500

**Fax:** 714-221-8559

**Contact:** Sales Support

**Phone:** 1-888-4CardEx

**Email:** info2@cardex.com

**Website:** www.cardex.com

Card Express Inc. (CardEx) is a leading provider of Visa® and MasterCard® prepaid debit cards for Corporate Clients, Ads/Promotional Agencies and Resellers. Card offerings include Instant-Issue Gift Cards, Reloadable Incentive Cards, Cash Cards, Virtual Cards, Expense Account Cards and more.

CardEx provides fully customized turn-key solutions including program design and development, graphic design, website development, card fulfillment, tracking, reporting, and customer service functions.

### MyMagnets.biz

**Phone:** 800-726-5106

**Fax:** 800-726-5106

**Contact:** Jim Janosik, Owner

**Email:** services@mymagnets.biz

**Website:** www.mymagnets.biz

**Branch Offices:** Columbus, OH & Ft. Lauderdale, FL

**Company Description:** Turn-key provider of custom magnetic marketing solutions

Specialization: Promotional magnets including photo-frames, die-cuts, calendars & schedules, GlowMags®, MagSleeve®, Vagabond®, Postcard & Foldable Mailers, Oversize & Car Magnets.

**Additional Services:** Graphic Design

**Clients:** Red Lobster, Olive Garden, Red Robin, Smokey Bones, Florida Youth Orchestra, Keller-Williams Realty

**Company Statement:** Nothing Sticks Like Them!

Nothing Lasts Like Them! Nothing Works Like Them!

View the 5 R's of magnetic media @ mymagnets.biz



**S u m m i t**  
**M a r k e t i n g**

### Summit Marketing

Washington, DC

#### Contact:

Washington DC Denis Harper, Executive Vice President

Ph: 240-491-5225 Fx: 301-625-0820

Denis.Harper@summitmarketing.com

Atlanta Dan Weil, Group President

Ph: 770-303-3930 Fx: 770-303-0408

Dan.Weil@summitmarketing.com

Chicago Ken Wittenberg, Chief Sales Officer

Ph: 630-775-2751 Fx: 630-775-0132

Ken.Wittenberg@summitmarketing.com

Kansas City Michael Tritt, Executive Vice President

Ph: 913-562-3431 Fx: 913-495-9822

Michael.Tritt@summitmarketing.com

St. Louis Dan Renz, CEO

Ph: 314-569-3737 x 2340

Fx: 314-821-7511

Dan.Renz@summitmarketing.com

Summit Marketing is one of the largest promotional products firms in the country offering customers an expansive variety of executive gifts, promotional products, corporate apparel, and awards. We also have importing capabilities for virtually all your needs with access to over 750,000 products from over 3,500 sources. Our on-line product research capabilities, experienced customer service, creative

staff, and in-house warehouse/fulfillment center allows us to provide services that range from supplying incentives and promotional products to managing complex fulfillment and awards programs. As a fully integrated marketing communications agency, Summit Marketing is unique in the industry offering real solutions for real marketing challenges that will enrich your promotional product programs. Today's consumers and customers are rapidly changing and you need proven strategies from a truly integrated marketing firm to keep up with today's complex marketplace. Summit breaks through the clutter of traditional marketing and promotional messages with the right marketing tools for any project.

Our full-service capabilities include design, direct and database marketing, consumer promotion, recognition and incentive, employee engagement, e-commerce and interactive.

## AUDITS & COMPLIANCE

### Carroll Media Services Inc

11180 State Bridge Rd, Ste 207

Alpharetta, GA 30022

**Phone:** 770-777-1485

**Fax:** 770-777-1486

**Contact:** Glenn Carroll, President

**Email:** info@carrollmedia.com

**Website:** www.carrollmedia.com

**Company Description:** Since 1993, Carroll Media Services has been the leader in third-party proof-of-performance and compliance audits for out-of-home media, in-store media, promotions, sampling, and event marketing. With a network of 125 trained professionals in 85 North American markets, Carroll Media operates unannounced and submits detailed affidavit reports and photos within 24-hours of each audit.

#### Services:

**PromotionTrak®** - Third-party auditing and compliance verification for product demos/sampling, promotions, event marketing, and in-store activities in the US and Canada.

**Out-of-Home Media Pre-Rides and Audits** - Carroll Media independently evaluates, audits, and provides proof-of-performance reports on all out-of-home media programs - including in-store, alternative and digital media.

**Custom Research** - Specializing in on-site intercept surveys and online methods, Carroll Media measures recall to media and promotions exposure, purchase indices at the POS, consumer behavior, and trending.

**Partial List of Clients:** Coca-Cola, General Motors, Disney, Honda, Corona, McDonald's, Kraft, CVS, Pernod Ricard, ESPN, SunnyD, American Airlines, T-Mobile, Mineragua, Frito-Lay, Sangria Seniorial, Dunkin Donuts, Adidas, In-Store Marketing Institute, Traffic Audit Bureau.

## AUTOMOTIVE MARKETING



### Team Enterprises

110 E Broward Blvd, Suite 2450

Fort Lauderdale, FL 33301

Phone: 954-862-2400

Fax: 954-449-0261

Contact: Daniel K. Gregory, President

Email: info@teamenterprises.com

Website: www.teamenterprises.com

Founded: Boston, 1989

**Company Description:** TEAM creates memorable branded impressions for consumers while directly contributing to our clients' bottom line. We believe that to effectively market to today's savvy consumer, communication efforts must be part-art and part-science. Effective programming needs to tug at consumers' heartstrings or passion points, while providing our clients with a true ROI. With a footprint of over 120 cities, TEAM maintains an infrastructure that can quickly activate brands on a local or a national level -- scalable to any clients' requirements.

**Specialization:** While consumers tend to "tune out" many forms of traditional advertising, TEAM utilizes people and technology where consumers "seek out" new experiences. TEAM makes the interaction relevant while building brand health and driving sales.

**Additional Services:** Lifestyle, niche marketing such as youth & multicultural targeted programs, automotive, beverage, experiential, special events, sampling, mobile and activation strategy

**Partial Client List:** Dodge, Bacardi USA, Comcast, MillerCoors, Boar's Head, Elizabeth Arden, Red Bull

### Mission Statement:

TEAM achieves impact, extends brand reach and drives purchase intent for our clients through award-winning, results-driven strategic activation. "We are in the business of putting our clients' products in the consumers' hands."

## BEVERAGE MARKETING

PERPETUALpromo.Biz

### Perpetual Promotion

3501 26th Pl West, Suite 221

Seattle, WA 98199

Phone: 206-691-3883

Contact: Bieber..., Bruce Bieber

Email: PROMO@PERPETUALpromo.biz

Website: www.PERPETUALpromo.biz

**Get Going!** Your Seattle Advance Team for 2010 Games and Vancouver sports marketing. Interactive, integrated marketing agency. Winner International PRO Awards: Best of Show/Best Integrated Promotion.

**Integrated Marketing:** Shopper Marketing, Account-Specific, Consumer Activation, Web, Digital Design, eMarketing, Sales Promotion, Sweepstakes, Contests, POS Display Creative, Portland, Seattle, Pacific Northwest Sports, Special Events, eCommerce.

## Picture Marketing™

### Picture Marketing

20 Miwok Dr

Novato, CA 94947

Phone: 949-235-7898

Fax: 415-276-4553

Contact: Terry Tonini

Email: ttonini@picturemarketing.com

Website: www.picturemarketing.com



Using our simple turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates a memorable experience that deepens connections with consumers
- Drives consumers to the sponsor's branded online activity
- Collects survey responses that drive CRM initiatives
- Quantifies the results of promotions
- Integrates with SMS, sampling, or other out-of-home promotional efforts

## CARD PRODUCTS/PROMOTIONAL



### Affinion Loyalty Group

7814 Carousel Lane

Richmond, VA 23294

Phone: 804-217-6462

Fax: 804-217-6470

Website: www.affinion.com/loyalty

At Affinion Loyalty Group (ALG), we offer ways to drive profitable behaviors using any means possible: points, miles, rewards, incentives, enhancements. We believe loyalty should be a business strategy with a positive ROI, and help our clients meet their profitability and loyalty goals by attracting and retaining customers.



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CardEx provides fully customized turn-key solutions including program design and development, graphic design, website development, card fulfillment, tracking, reporting, and customer service functions.



### The United States Playing Card Company

4590 Beech St

Cincinnati, OH 45212

Phone: 513-396-5742

Fax: 513-396-5879

Contact: Ryan Wolf, Team Lead of Specialty Markets

Email: ryanwolf@usplayingcard.com

Website: www.usplayingcard.com

## CHANNEL MARKETING

### Catapult Action-Biased Marketing

55 Post Rd West

Westport, CT 06880

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Fax: 203-682-4155

Contact: P. Kramer, Chief Operating Officer

Phone: 203-682-4000

Fax: 203-682-4996

E-mail: pkramer@catapultmarketing.com

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**Email:** Michael.harris@marketingdrive.com

**New Business Contact:** Dean Williams

**Phone:** 203-857-6117

**Email:** dean.williams@marketingdrive.com

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### HMT Associates Inc

151 Orchardview Rd  
Cleveland, OH 44131

**Phone:** 216-369-0109

**Contact:** Pattie Conti, President/CEO

**Email:** info@hmtassociates.com

**Website:** www.hmtassociates.com

**Company Description:** We are a full service shopper marketing agency. HMT is single minded... Shopper marketing is our core expertise, not a division or add-on service. Our experience vast, over 30 years! Our capabilities are totally turn-key from strategic planning through all aspects of promotional plan and execution. At HMT, Excellence doesn't stop with the Big Idea - we offer the same level of commitment and excellence from the idea all the way through the last detail of execution.

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## OgilvyAction

### OgilvyAction

309 W 49th Street  
New York, NY 10019  
**Phone:** 212-297-8000  
**Fax:** 212-297-8006

**Contact:** Jack Rooney, CEO, North America

**Email:** jack.rooney@ogilvy.com

**Website:** www.ogilvyaction.com

350 West Mart Center Drive, Suite 1150  
Chicago, IL 60654  
**Phone:** 312-527-3900  
**Fax:** 312-527-3327

**Company Description:** OgilvyAction is the global brand activation arm for The Ogilvy Group. Focused on helping marketers win in "The Last Mile™," OgilvyAction utilizes a discipline-neutral mix of communications services that connects brands with consumers at key moments of truth.

Its global network of 59 offices in 47 countries leverages deep industry expertise and proprietary "Last Mile Analytics™" to drive both sales and brand equity for local and global clients.

OgilvyAction offers a wide spectrum of services including consumer promotion, experiential market-

ing, shopper & customer marketing, digital, retail design and sports & entertainment marketing. Its client portfolio features more than 300 businesses and organizations around the world. For additional information, visit [www.ogilvyaction.com](http://www.ogilvyaction.com).

### North American Clients:

AIG  
American Express  
BAT  
Dupont  
Earthlink  
Intercontinental Hotel Group  
Kodak  
Kraft  
Lenovo  
Motorola  
S.C. Johnson  
Western Union  
Unilever



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## COLLEGE MARKETING

## BARNES & NOBLE

COLLEGE MARKETING NETWORK

### Barnes & Noble College Marketing Network

120 Mountain View Blvd  
Basking Ridge, NJ 07920

**Phone:** 908-991-2195

**Email:** mwasserman@bncollege.com

### Reach 4 million students on over 600 US campuses

Our know-how, reliability, and quality execution give you exclusive access to this highly influential audience through a unique set of traditional and non-traditional tools.

### Targeted programs include:

- Sampling
- Signage
- Postering
- Print and online advertising
- Experiential
- College Lifestyle (freshmen, grads, athletics)

**Our client list includes:** Dell, Avon, Starbucks, Pepsi, Merck, Cadbury Adams, Schick, Neutrogena, Wrigley, Apple, Energizer, Accenture, Logitech, STA Travel, and Allstate.



### Euro RSCG 4D Impact

36 E Grand 2855 Pacific Dr, Suite A  
Chicago, IL 60611 Atlanta GA, 30071-9900

**Phone:** 312-799-7000 770-263-0500 x105

**Fax:** 312-799-7100 770-248-9014

**Contact:** Amy A. Linde, VP Business Development

**Email:** amy.linde@eurorscg.com

**Website:** www.eurorscg-impact.com

**Description:** In addition to having the first and most respected national college sampling program in the nation, **Good Stuff**, Euro RSCG Impact designs and implements customized programs targeting college students. We have relationships with hundreds of campuses, infiltrating deep into college life through administrators, campus organizations such as Greeks, Dorm RAs, and etc. We reach students on campus, at concerts, spring break, festivals, and anywhere they hang out. Our targeted programs impact college students' purchasing decisions for a lifetime.

## COUPONING: PROCESSING/MGMT SERVICES

# CMS

The Promotions Logistics Company

### CMS Inc

2650 Pilgrim Ct  
Winston-Salem, NC 27106  
**Phone:** 336-631-2565  
**Fax:** 336-631-2906

**Contact:** Debbie Settle, Director of Sales

**Email:** debbie.settle@inmar.com

**Website:** www.promotionslogistics.com/coupons

CMS captures billions of transactions annually for more than 715 consumer product companies. Each transaction is executed with CMS's hallmark excellent operations and superior thought leadership. That same care and innovation is applied to your coupon program with unmatched:

- **Transaction Settlement.** Experience the fastest payment turnaround and lowest overall cost in the industry. Driven by a commitment to continuous improvement and innovation, CMS provides solid options from which to choose the best way of handling your coupon settlement.
- **Redemption Assurance.** Rigorous fraud detection and prevention processes facilitate paying only legitimate coupon submissions from legitimate retailers.
- **Data Collection.** Flexible data capture processes accommodate all types of retailer and submission channels while maintaining rigorous checks and quality controls.
- **Information Management.** You will find exactly the information you need, when you need it, through Alinea®, a comprehensive, online coupon management portal which provides the data and tools for timely, proactive decisions.
- **Promotional Consulting.** With over 20 years of promotional management experience, CMS is your source for industry trends and information.

CMS also sponsors [www.CouponInfoNow.com](http://www.CouponInfoNow.com), the industry's most comprehensive promotional planning resource.



### NCH Marketing Services Inc

#### A Valassis Company

155 Pfingsten Road Suite 200  
Deerfield, IL 60015

**Phone:** 847-317-5500

**Fax:** 847-317-0083

**Contact:** Dave Johnson, SVP Sales & Account Management

**Email:** djohnson@nchmarketing.com

**Website:** www.nchmarketing.com

#### The Choice of Leading Retailers and Manufacturers

NCH is the global leader in business solutions for the redemption, settlement and analysis of coupon offers.

We recognize that coupon redemption services need to serve the best interests of both trading partners. That's why NCH's retailer clients benefit from fewer payment disputes, faster payment turnarounds and better trade relationships. And our manufacturer clients are able to accomplish significantly more with the promotional dollars that are available to them.

With more than 50 years of success, NCH is the coupon agent of choice for many of the world's leading retailers and manufacturers.

## CREATIVE RESOURCES

# TracyLocke



### TracyLocke

1999 Bryan St, Suite 2800  
Dallas, TX 75201

**Phone:** 214-259-3500

**Contact:** Brian Powell, Managing Director

**Website:** www.tracylocke.com

**Year Founded:** 1913

**Offices:** Dallas, Texas; New York, New York; Wilton, Connecticut; San Francisco, California; Bentonville, Arkansas

#### Company Description:

TracyLocke isn't a promotion agency, a digital agency or a traditional ad agency; we're an idea agency. One that creates ideas that move. Ideas that move people to brands™. With a complete understanding of the dynamic journey - whether in home, away from home, or at retail.

By doing this, we build brands and drive volume. Two things we don't believe are mutually exclusive. And we've been doing it for over 95 years.

#### Areas of expertise include:

Advertising

Media Planning & Buying  
Direct Response  
Graphic Design  
Interactive  
Strategic Planning  
Promotions  
Retail Activation  
Field Marketing  
Shopper Marketing

#### Clients:

7-Eleven  
Brown-Forman  
Clorox  
Del Monte  
Harrah's Entertainment  
Hershey's  
Kimberly-Clark  
MasterCard  
Nokia  
Omni Hotels  
PepsiCo  
Tabasco  
Texas Lottery  
YUM!

## DEBIT CARDS



### Affinion Loyalty Group

7814 Carousel Lane  
Richmond, VA 23294

**Phone:** 804-217-6462

**Fax:** 804-217-6470

**Website:** www.affinion.com/loyalty

At Affinion Loyalty Group (ALG), we offer ways to drive profitable behaviors using any means possible: points, miles, rewards, incentives, enhancements. We believe loyalty should be a business strategy with a positive ROI, and help our clients meet their profitability and loyalty goals by attracting and retaining customers.



**Card Express Inc**  
22800 Savi Ranch Pkwy, Suite 120  
Yorba Linda, CA 92887  
**Phone:** 714-221-8500  
**Fax:** 714-221-8559  
**Contact:** Sales Support  
**Phone:** 1-888-4CardEx  
**Email:** info2@cardex.com  
**Website:** www.cardex.com

Card Express Inc. (CardEx) is a leading provider of Visa® and MasterCard® prepaid debit cards for Corporate Clients, Ads/Promotional Agencies and Resellers. Card offerings include Instant-Issue Gift Cards, Reloadable Incentive Cards, Cash Cards, Virtual Cards, Expense Account Cards and more.

CardEx provides fully customized turn-key solutions including program design and development, graphic design, website development, card fulfillment, tracking, reporting, and customer service functions.

## DIRECT/DATABASE MARKETING



**Active Marketing Group**  
**San Diego Headquarters:**  
10182 Telesis Court, 3rd Floor  
San Diego, CA 92121  
**Phone:** 858-964-6008, 877-322-8481  
**Fax:** 858-551-7619  
**Contact:** Stephen Kehle, Vice President, Sales  
**Email:** AMGinfo@active.com  
**Website:** www.ActiveMarketingGroup.com



**Regional Offices:**  
Boston, Denver, New York

**Company Description:**  
*Marketing Innovation through Access and Insight. As*

a division of The Active Network, Inc., Active Marketing Group is a digital media and marketing services firm that leverages its direct relationship to communities nationwide to help brands connect with active-minded consumers. With leading online media assets, a national network of partners and deep integrated marketing expertise, Active Marketing Group delivers authentic connections that drive brand value.

Check out our listings in the following sections **Agencies, Direct/Database Marketing, Field Marketing** and **Sampling Programs** and don't forget to visit our website to view our access and insight into the active consumer at [www.activemarketinggroup.com](http://www.activemarketinggroup.com).

**Our Services Include:**  
Online Advertising  
Brand Sampling  
Direct/Database Marketing  
Ambassador Teams  
Sponsorship Activation  
Market Research/Consulting

**Partial Client List:**  
L'Oreal, Accelerade, Toyota, Subway, SONY, Newell Rubbermaid, Choice Hotels, Churchhill Downs, Nike, ESPN, Saturn

## Walter Karl®

*an infoUSA company*

**Walter Karl Inc**  
2 Blue Hill Plaza, 3rd Floor  
Pearl River, NY 10965  
**Phone:** 845-620-0700, 888-WK-LISTS  
**Fax:** 845-620-1885  
**Contact:** Rob Fitzgerald, President  
**Email:** rob.fitzgerald@walterkarl.infousa.com  
**Website:** www.walterkarl.com

**Company Description:** Walter Karl is the industry's leading full-service direct and interactive marketing firm. We are the "marketing partner" to over 500 management and brokerage clients in B2B, catalog, publishing, interactive and consumer services. Our marketing power resides on our talented and experienced professionals and our commitment to our clients' needs.

## DOCUMENT IMAGING/SCANNING

# Resolve

**Resolve Corporation**  
20770 Westwood Drive  
Strongsville, OH 44149  
**Phone:** 800-741-9972  
**Contact:** Todd Kosich, SVP, Sales & Marketing  
**Email:** Todd.Kosich@resolve.com  
**Website:** www.resolve.com

**Resolve Corporation - Canada**  
85 The East Mall  
Toronto, Ont., M8Z 5W4

**Company Description:** Resolve is a full service provider of fulfillment services, specializing in document imaging/scanning and web-based retrieval methods.

### Specializations:

- Conversion of paper documents to electronic images
- Data entry of scanned images
- Online storage/data management
- Efficient access and retrieval of electronic data
- Form design and consultation
- Integration of physical documents, voice recordings and IVR transcription

## EMAIL MARKETING

# Walter Karl®

*an infoUSA company*

**Walter Karl Inc**  
2 Blue Hill Plaza, 3rd Floor  
Pearl River, NY 10965  
**Phone:** 845-620-0700, 888-WK-LISTS  
**Fax:** 845-620-1885  
**Contact:** Rob Fitzgerald, President  
**Email:** rob.fitzgerald@walterkarl.infousa.com  
**Website:** www.walterkarl.com

**Company Description:** Walter Karl is the industry's leading full-service direct and interactive marketing firm. We are the "marketing partner" to over 500 management and brokerage clients in B2B, catalog, publishing, interactive and consumer services. Our marketing power resides on our talented and experienced professionals and our commitment to our clients' needs.

## ENTERTAINMENT MARKETING/ SPONSORSHIPS



**Country Music Association**  
One Music Circle South  
Nashville, TN 37203  
**Phone:** 800-998-4636  
**Fax:** 615-248-1007  
**Contact:** Paula Milton, Director, Business Development  
**Email:** pmilton@cmaworld.com  
**Website:** www.cmaworld.com

*listing continued on next page* ↗

### Company Description:

CMA offers its partners a wide range of music and entertainment marketing opportunities through the CMA Music Festival and the 42nd Annual CMA Awards (ABC). CMA has a variety of promotional and sponsorship opportunities available. Programs for all these events include Grassroots Marketing, VIP Hospitality, Program Book Advertising, Title Opportunities, Event/Experiential Marketing, Mobile Marketing, Account-Specific Promotions, Merchandising Programs, Special Event Performances and more.



### Promotional Currency, LLC

2601 Network Boulevard, Suite 414  
Frisco, TX 75034

**Phone:** 214-619-2640

**Email:** info@promotionalcurrency.com

**Website:** www.promotionalcurrency.com

Since 2004, Promotional Currency has facilitated more than 900 digital entertainment promotions for brands and retailers. The company has also helped **game developers, labels and movie studios** to more fully monetize their licensed content by turning it into digital media for their sponsors, and taking it out to the promotional market.

Recent licensed content promotions include a **Beyonce/L'Oréal** ringtone giveaway and a **Kane & Lynch: Dead Men** campaign featuring ringtones and images from the action game.

## ETHNIC MARKETING



### Directo Hispanic Integrated Marketing Services

11 Golden Shore, Suite 560

Long Beach, CA 90802

**Phone:** 562-624-4680

**Contact:** Diana Mejia-Jones, CEO

**Email:** info@directohispanic.com

**Website:** www.directohispanic.com

**Offices:** Long Beach, Miami, Mexico City, San Antonio

**Founded:** 2004

**Company description:** Directo Hispanic is a national integrated sales promotion and marketing agency offering a multitude of creative alternative marketing channels to reach the US Hispanic market. Specializing in a combination of above and below the line strategies, experiential marketing, retail/trade marketing and talent sponsorships. Directo Hispanic creates integrated marketing and promotional strategies with impeccable performance and strong ROI.

**Specialization:** Retail & Trade Marketing, Experiential Marketing, Talent Sponsorship, Creative & Production, Publicity, Media Services

**Clients:** PepsiCo, J&J, Chivas Regal, Martell, Kahlua, Malibu Rum, Casa Pedro Domecq, LALA Foods, Tajin, McDonalds, Orange County Fair, EMI Music



### MASS Hispanic Marketing

8250 NW 27th Street Suite #301  
Miami, FL 33122

**Phone:** 305-351-3600

**Fax:** 305-351-3620

**Contact:** Sandra Contreras, Director- New Business

**Email:** Sandra.Contreras@massinc.com

**Website:** www.massinc.com

**Specialty:** Integrated Selling Ideas, since 1986

**Who We Are:** MASS Hispanic helps clients lead the industry with best practices for connecting with Hispanic consumers wherever they are. We are a national source of integrated marketing programs, offering brand-building programs with proven superior ROI.

**Select Clients:** Kimberly Clark, Knorr, Unilever, Pinnacle

### Promored

120 NW 25th Street, Suite 203

Miami, FL 33127

**Phone:** 305-677-3058

**Fax:** 305-677-3075

**Contact:** Pablo Trench, President

**Email:** pablo@promoredu.com

**Website:** www.promoredu.com

### Relay Worldwide

303 East Wacker Drive, Suite 400

Chicago, IL 60601

**Phone:** 312-297-1400

**Email:** Matt.Pensinger@relayworldwide.com

**Website:** www.relayworldwide.com

### SERVICES

Intelligence & Strategy

Sponsorship Evaluation, Negotiation, Management

Experiential Program Management & Activation

Measurement

Creative Design & Production

Hispanic Division

Relay creates intelligent strategies and live experiences for brands in places where people come together. Our world-class client roster includes AT&T, Coca-Cola, Sharp Electronics, Washington Mutual, McDonald's, Kashi, DEWALT and BEAM Global Spirits.

## EVENT MARKETING



### Euro RSCG 4D Impact

36 E Grand 2855 Pacific Dr, Suite A

Chicago, IL 60611 Atlanta GA, 30071-9900

**Phone:** 312-799-7000 770-263-0500 x105

**Fax:** 312-799-7100 770-248-9014

**Contact:** Amy A. Linde, VP Business Development

**Email:** amy.linde@eurorscg.com

**Website:** www.eurorscg-impact.com

**Description:** We engage targeted audiences, generating positive "buzz" and building brand awareness, by custom designing and implementing interactive branded experiences at existing or proprietary events. From event analysis and strategy to creative direction and design, from production to entertainment and hospitality, from one-time events to nationwide tours we manage the process and create indelible experiences for your consumer base.



### Gigunda Group Inc

540 N Commercial St

Manchester, NH 03101

**Phone:** 603-314-5000

**Fax:** 603-314-5001

**Contact:** Scott Schoessel

**Email:** scotts@gigundagroup.com

**Website:** www.gigundagroup.com



Welcome to Gigunda Group... a worldwide award winning organization of strategic thinkers & topnotch executors dedicated to delivering unforgettable brand experiences. We wrap our imagination around your most valuable asset, your brand. We create brand experiences that involve consumers allowing them to understand how and why your brand fits them.

*listing continued on next page*



Whether it's responding to Hurricane Katrina while building brand equity in the ultimate proof-point environment (*Tide CleanStart Mobile Laundromat*), taking commodity out of the bath tissue equation by engaging families at the point-of-use (*Charmin NYC Restrooms & Charmin Potty Palooza*), delivering a curiously buzz worthy product launch by turning Valentine's Day on it's head (*Altoids Anti-Love Chocolate Shoppes*), or merging a new usage occasion with America's hottest property (*Pop-Tarts & American Idol Concert Tour*), Gigunda delivers involvement to create brand fit.



**Grand Central Marketing Inc**

111 East 12th Street 2nd Floor

New York, NY 10003

**Phone:** 212-253-8777

**Fax:** 212-253-6776

**Contact:** Matthew Glass, CEO

**Email:** info@grandcentralmarketing.com

**Website:** www.grandcentralmarketing.com



Los Angeles office: 333 S. Beverly Drive, Suite 208, Beverly Hills, CA 90212, 310-843-9855, Contact: SeeLun Mak, Senior Vice President

Grand Central Marketing is an event marketing and promotion agency that creates interactive experiences that bring brands to life. Whether it's producing a game show starring cats and their humans to generate publicity for Meow Mix, opening a Tweety pop-up store to rebrand the iconic Warner Bros. character or creating a mobile tour to introduce consumers to Robert Mondavi wine, GCM promotions leave an indelible impression on consumers.

**Capabilities:** Promotional Tours, Entertainment Marketing, Grassroots Marketing, Public Relations, Pop-Up Retail, Branded Entertainment, Exhibits, Sports Marketing, Youth Marketing, Bar Promotions, Radio Promotions, Retail Promotions, Sweepstakes, Strategic Alliances

**Recent Clients:**

- Bravo
- Conde Nast
- Del Monte Foods

- GGP Malls
- Harley Davidson
- HBO
- Napster
- National Geographic
- Ragdoll, Ltd.
- Robert Mondavi
- Target
- USA Network
- Warner Bros.



**Kerry Group LLC**

10805 Sunset Office Drive, Suite 415

St. Louis, MO 63127

**Phone:** 314-822-1711

**Fax:** 314-822-1645

**Contact:** Bob McCann

**Email:** bmc@kerrygroup.com

**Website:** www.kerrygroup.net

**Company Statement**

The Kerry Group logo signifies the interlocking strength of brand relationships that live far beyond a single moment in time. We don't just have consumers experience a brand, we have them interact with it. We don't just run events, we run retail training programs to up-sell a brand's virtues and influence sales. And we don't just introduce consumers to the brand, we engage them with it.

The objective is to bring your brand story to life in ways that turn casual consumers into loyal fans, and a disinterested trade into brand ambassadors.

Do you want your brand to just be experienced, or forever embraced?

**Services:**

Brand Engagement Marketing (events, experiences, sponsorship activation, ethnic and viral programs), Influencer training, trade and consumer incentives, promotions and advertising.



**Marketing Werks Inc**

130 E Randolph St, Suite 2400

Chicago, IL 60601

**Phone:** 312-228-0800

**Contact:** Jason Vargas, SVP Business Development & Marketing

**Email:** jvargas@marketingwerks.com

**Website:** www.marketingwerks.com



...check out our listing in the **AGENCIES** section to see examples of our *werk*.



**Moderne Communications**

**Phone:** 415-692-1830

**Contact:** Leigh Rowan, VP Experiential Marketing

**Email:** Leigh@ModerneCommunications.com

Moderne Promotions leverages 20+ years of experience and relationships to create effective and engaging events where and when your target audience is most receptive. Non-traditional events are our forte - we've never used a cookie cutter in the kitchen or in the event marketing business!

We specialize in sampling, nightlife, special events, sponsorship, brand ambassador teams, and much more.



**Picture Marketing**

20 Miwok Dr

Novato, CA 94947

**Phone:** 949-235-7898

**Fax:** 415-276-4553

**Contact:** Terry Tonini

**Email:** ttonini@picturemarketing.com

**Website:** www.picturemarketing.com



Using our simple turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

*listing continued on next page*

- Creates a memorable experience that deepens connections with consumers
- Drives consumers to the sponsor's branded online activity
- Collects survey responses that drive CRM initiatives
- Quantifies the results of promotions
- Integrates with SMS, sampling, or other out-of-home promotional efforts

experience unlimited®



#### Pierce

One Monument Square, 4th Floor  
Portland, ME 04101

**Phone:** 800-298-8582

**Fax:** 207-761-4570

**Contact:** Bob Martin, President

**Email:** bob.martin@piercepromotions.com

**Website:** www.piercepromotions.com

New York, Chicago, Washington, D.C., Bentonville

Pierce is a top-ranked, full-service marketing agency specializing in experiential, local, retail and specialty solutions. Pierce brings stunning reality to *experience unlimited*® - the philosophy that every brand has an experience within it and every consumer has an experience to share. Pierce is fully-owned by Omnicom Group Inc. and part of the Radiate Group, a network of best-in-class marketing agencies. Pierce provides full-service marketing across several brand activation experience points including mobile marketing, retail events, sampling and women's specialty marketing.

Verizon, Kraft, Procter & Gamble, Diageo, Sam's Club, Discovery Communications, TD Banknorth, SKYY Spirits, Scotts, Del Monte, DEWALT

#### Relay Worldwide

303 East Wacker Drive, Suite 400  
Chicago, IL 60601

**Phone:** 312-297-1400

**Email:** Matt.Pensinger@relayworldwide.com

**Website:** www.relayworldwide.com

#### SERVICES

Intelligence & Strategy

Sponsorship Evaluation, Negotiation, Management  
Experiential Program Management & Activation  
Measurement

Creative Design & Production

Hispanic Division

Relay creates intelligent strategies and live experiences for brands in places where people come together. Our world-class client roster includes AT&T, Coca-Cola, Sharp Electronics, Washington Mutual, McDonald's, Kashi, DEWALT and BEAM Global Spirits.



#### Ryan Partnership

50 Danbury Road

Wilton, CT 06897

**Phone:** 203-210-3195

**Fax:** 203-210-7926

**Contact:** Dan Sullivan, President Emerging Business

**Email:** dsullivan@ryanpartnership.com

**Website:** www.ryanpartnership.com

**Other Offices:** Chicago, Columbus, Los Angeles, Dallas, Bentonville

**Company Description:** An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI - Return On Ideas.

We've earned a reputation for our ability to grow our clients' business, delivering award-winning work, through superior Creative and Strategic leadership.

Our innovative marketing solutions provide our clients with 360° solutions through our focused marketing disciplines including:

- Consumer Promotion
- Shopper Marketing and Retail Activation
- Direct Marketing
- Interactive
- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

**See How Far Ideas Can Take You™** is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You™!



#### Specialized Promotions Network

##### Corporate Office:

1278 Glenneyre #308  
Laguna Beach, CA 92651

**Phone:** 949-497-8203

**Fax:** 949-494-1866

**Contact:** Susie Sutherland, Director of Operations

**Email:** susie@spnsampling.com

**Website:** www.spnsampling.com



##### Denver Division:

1017 S. Gaylord Street  
Denver, CO 80209

**Phone:** (303) 777-4889 **Fax:** (303) 777-4214

**Company Description:** Specialized Promotions Network (SPN) is a California-based national event sampling corporation founded in 1982. We develop and implement sampling and promotional on-site programs in all major markets. U.S. offices are located in Laguna Beach, CA, and Denver, CO.

**Specialization:** SPN's core competency is the execution of targeted sampling programs. By incorporating our in-house database of premier U.S. events with over 80 years of combined experience in the sampling industry, SPN has grown into one of the country's most effective and efficient event marketing companies. SPN provides turn-key promotions for on-site events and goody bag sampling as well as intercept sampling. Our services include event research, product sampling, creative and graphic design of visual display materials, and event follow-up reports.

**Programs:** Our expertise includes hand-to-hand and goody bag sampling targeting the following demographics: Endurance Athletes, Recreational Athletes, Health and Fitness, Women, Hispanics, African-Americans, Asians, and Children.

**Clients:** Borden, Con Agra, Del Monte, Hummer, Hansen's Beverage, Johnson & Johnson, Kraft Foods, MET-Rx, Nestlé Pharmavite, Powerfood, PepsiCo/Quaker Oats, Riviana Foods, Saab and Twinlab.

SUPPLIERS AND SERVICE COMPANIES



### Synergy Events

802 West Park Avenue, Suite 224  
Ocean, NJ 07712

**Phone:** 732-493-4210 ext 203

**Mobile:** 732-921-1634

**Fax:** 732-493-3296

**Contact:** Keith Green, Vice President, Marketing & Communications

**Email:** kgreen@synergyevents.com

**Website:** www.synergyevents.com

For more than 16 years, Synergy Events has helped companies bring their consumer marketing initiatives and sports sponsorship platforms to life through interactive mobile marketing tours, larger-than-life PR events, product launches and sponsorship activation programs.

Synergy Events activates for Fortune 100 companies, sports sanctioning bodies, and today's top PR and communications agencies.

The company recently relaunched its new website, www.synergyevents.com.

Synergy Events is Brand Focused...Agency Approved!



### Team Enterprises

110 E Broward Blvd, Suite 2450  
Fort Lauderdale, FL 33301

**Phone:** 954-862-2400

**Fax:** 954-449-0261

**Contact:** Daniel K. Gregory, President

**Email:** info@teamenterprises.com

**Website:** www.teamenterprises.com

**Founded:** Boston, 1989

**Company Description:** TEAM creates memorable branded impressions for consumers while directly contributing to our clients' bottom line. We believe that to effectively market to today's savvy consumer, communication efforts must be part-art and part-science. Effective programming needs to tug at consumers' heartstrings or passion points, while providing our clients with a true ROI. With a footprint of over 120 cities, TEAM maintains an infrastructure that can quickly activate brands on a local or a national level -- scalable to any clients' requirements.

**Specialization:** While consumers tend to "tune out" many forms of traditional advertising, TEAM utilizes people and technology where consumers "seek out" new experiences. TEAM makes the interaction relevant while building brand health and driving sales.

**Additional Services:** Lifestyle, niche marketing such as youth & multicultural targeted programs, automotive, beverage, experiential, special events, sampling, mobile and activation strategy

**Partial Client List:** Dodge, Bacardi USA, Comcast, MillerCoors, Boar's Head, Elizabeth Arden, Red Bull

### Mission Statement:

TEAM achieves impact, extends brand reach and drives purchase intent for our clients through award-winning, results-driven strategic activation. "We are in the business of putting our clients' products in the consumers' hands."



### Velocity Sports & Entertainment

230 East Avenue  
Norwalk, CT 06855

**Phone:** 203-831-2027

**Fax:** 203-831-2300

**Contact:** Chris Caldwell, Senior Vice President, Group Director

**Email:** Chris.Caldwell@teamvelocity.com

**Website:** www.teamvelocity.com

Velocity helps clients maximize the value of sports/entertainment sponsorship marketing efforts. Velocity assists in all aspects of the sponsorship process including strategic planning, negotiation, program development/activation, event/experiential marketing, hospitality and measurement.

Velocity clients include IBM, FedEx, AT&T, Toyota, Lilly, Outback, NBC, and ConAgra.

## EVENT PROMOTIONS



### Promotion Execution Partners

250 East Fifth Street, Suite 1120  
Cincinnati, OH 45202

**Phone:** 513-826-0104

**Fax:** 513-826-0123

**Email:** richardsond@peppromotions.com

**Offices locations:** Cincinnati, Pittsburgh, Livonia (MI), and Boston

**Company Description:** Promotion Execution Partners, (PEP), is a Cincinnati based company that specializes in promotion services for its clients. Founded in 2004, PEP, through its principals, provide more than 40 years experience and a track record

of meeting project management performance goals and exceeding client expectations. With a staff of more than 50 employees and five offices nationwide, PEP and its creative team, Blue Whitespace, bring not only proven, innovative approaches to marketing and promotions but as an MBE, also helps companies who have adopted supplier diversity initiatives meet their tier one spending objectives. For more information about PEP visit <http://www.peppromotions.com>.

**Capabilities:** PEP's capabilities include: coupons, direct mail, events, sweepstakes, premiums/promotional items, displays, online marketing, sponsorships and other promotional marketing components. PEP can implement any promotional program for you and no matter what the vehicle it will always be delivered on time, on budget and on spec.

## EVENT STAFFING



### America Talent

93 Dana Street  
Providence, RI 02906

**Phone:** 401-273-9768

**Fax:** 401-273-9763

**Contact:** Samantha Carroll

**Email:** sam@americatalent.com

**Website:** www.americatalent.com

America Talent is a network of experienced staffing agencies with nationwide coverage. For over ten years, we have successfully provided our clients with top-notch staff for their most high profile events. Our dedicated booking agents are available 24/7 to handle any last minute bookings and program changes.



### Driven Talent Inc

PO Box 1622  
Hawthorne, FL 32640

**Phone:** 352-505-9338

**Fax:** 352-481-9310

**Contact:** Michael Charapata, VP Business Management

**Email:** michael@driventalent.net

**Website:** www.driventalent.net

Tired of large overbooked agencies botching up your marketing campaigns? Driven Talent, Inc. is a Nationwide Event Staffing Agency. We specialize in providing industry leaders in public and customer

*listing continued on next page*

relations for your promotional campaigns. Our staff are trained, experienced and a dedicated part of the Driven Talent Team.

We also provide 24/hr./7 day a week staffing assistance, paid back ups and flexible terms because we know what it takes to execute an event.

**A Short list of our Clients/Events include:**

- Nestlé
- CosmoGirl Magazine Tour
- Print Anywhere Tour
- Starbucks Street Teams and Samplers
- P&G
- American Greetings
- L'Oréal Paris
- ESPN
- WaMu
- Adidas
- Lipton
- EA Sports
- Miller
- Sobe and more!!

Contact us today for more info or an event proposal!



**8 Days A Week Inc**  
 1500 W Division St, Third Floor  
 Chicago, IL 60642  
**Phone:** 773-227-8881 x107  
**Fax:** 773-227-8181  
**Contact:** Matthew Trehub, Director  
**Email:** matthew@8dayspromotions.com  
**Website:** www.8dayspromotions.com  
**Branch Offices:** Chicago, Tampa, Orange County

**8 Days A Week, Inc., is a full-service National Event Staffing and Promotional Modeling Management Agency. We provide quality spokes-models and promo talent for tradeshow, mobile tours, promotions and special events throughout the United States. We offer our clients nationwide service, 24 hour event support, and insurance coverage for our event staff.**

**Specialization:** Our diverse Talent Database consists of over 22,000 dynamic individuals passionate about engaging consumers and introducing them to client brands. A partial list of the staff we provide:

- o Tradeshow/Convention Models, Brand Ambassadors, Event Hosts, Tour/Event Managers, Bilingual Talent, College Campus Talent, NASCAR Models, Sports Marketing Ambassadors, Street Teams, Liquor/Nightclub Models, Samplers, Corporate Spokespersons, Demonstration Talent, Guerilla Marketers, Ring Girls, Scene Setters, Emcees, Presenters, Costumed Characters, Print/

Runway Models, CLD Drivers, Actors, Look-Alikes, Fitness Models, Mystery Shoppers, Specialty Talent, Casual Laborers, Awards Event Hostesses, Skybox Hostesses/Staff, etc.

**Additional Staffing Solutions:** As a full-service agency, we tackle all facets of your promotional undertaking including:

- o Event Staffing, Program Management, Coordinating Casting/Fitting Sessions, Development/Implementation of Event Staff Training Programs, Tour Routing, Small Business Marketing Solutions, Sourcing Premiums, & more!

Our large, nationwide talent database and superior 24 client service allows our clients the freedom to utilize our services for all of their promotional campaigns, saving them both time and money. Contact us and we will immediately devise a proposal to meet your needs, reducing your workload without compromising successful event execution or your peace of mind!



**EZEventStaffing.com**  
 Los Angeles, CA  
**Phone:** 310-477-8382  
**Fax:** 310-943-1537  
**Contact:** Emiliana  
**Branch office:** Chicago.

We specialize in staffing events thru-out the west coast and midwest. No event is too small or too large!

We have bilingual talent unlike any other agency.



**GC Marketing Services**  
 10 East 23rd St, Suite 310  
 New York, NY 10010  
**Phone:** 212-780-5200  
**Fax:** 212-260-8963  
**Contact:** Seth Harris  
**Email:** sales@gcmarketingservices.com  
**Website:** www.gcmarketingservices.com

**GC Marketing Services is a nationwide provider of promotional event staff.** We guarantee outstanding service to our clients and command an extensive database of 34,000+ experienced, professional

staffers throughout the country. From product samplers and brand ambassadors to tradeshow representatives and promotional personnel, we are committed to providing our clients with premium, professional Talent for any event, anywhere in the country.

**Your nationwide staffing solution.**



**Hype Agency**  
 10687 Santa Monica Blvd, Suite 4  
 Los Angeles, CA 90025  
**Phone:** 310-470-6600  
**Fax:** 310-602-6600  
**Contact:** Kate Bright  
**Email:** kate@thehypeagency.com  
**Website:** www.thehypeagency.com

**The REAL Difference:** We partner with you to ensure that every promotion is a success! Our clients always return because their customers are happy!

**EXPERIENTIAL MARKETING**



**Creating Captivation**

900 Third Avenue  
 New Hyde Park, NY 11040  
**Phone:** 516-437-1500 ext 106  
**Fax:** 516-437-0540  
**Contact:** Gary Marcus, SVP, Business Development  
**Email:** info@elitemg.com

**New York | Atlanta | Chicago | Los Angeles**

Elite Marketing Group is a full service experience marketing agency. We create brand experiences that move consumers and deliver results.

- Mobile Tours**
- Sponsorship Activation**
- Product Sampling**
- Guerilla Marketing/Street Teams**
- Demonstrations/Stunts**
- Branded Premiums**
- Credit Card Acquisition**
- Data Capture/Acquisition Services**

**Target, Captivate + Inspire**



**Euro RSCG 4D Impact**

36 E Grand Chicago, IL 60611  
 2855 Pacific Dr, Suite A Atlanta GA, 30071-9900  
**Phone:** 312-799-7000 770-263-0500 x105  
**Fax:** 312-799-7100 770-248-9014  
**Contact:** Amy A. Linde, VP Business Development  
**Email:** amy.linde@eurorscg.com  
**Website:** www.eurorscg-impact.com

**Description:** We change behavior by implementing live experiences, hand-to-hand, face-to-face interactions, which allow consumers to see, touch, taste, and fully immerse themselves within a brand. Consumers leave our events with a better understanding of the brand itself, a higher-level of sentimentality for the product, and a greater propensity to join the brand franchise for an extended period of time. We implement memorable consumer experiences at more than 10,000 venues annually.



**Eventive Marketing LLC**

200 Varick St New York, NY 10014  
**Phone:** 212-463-9700  
**Fax:** 212-727-1716  
**Contact:** David Saalfrank, SVP  
**Email:** davids@eventivemarketing.com  
**Website:** www.eventivemarketing.com



**“We create conversations with your most important customers that increase brand value, focus and sales”**

**Experts in creating consumer “activists” for your brand**

We live at that point of engagement when a consumer goes from being mildly aware of your brand, services and offerings to becoming a zealot for your brand. This is done through the creation of relevant, memorable experiences that **accelerate consideration** of your brand

**Experience makes a difference**

We unite our high level of experience and knowledge with your marketing objectives, ensuring a positive

impact on your bottom line -with measurable, quantifiable increases in awareness, trial...and sales. We believe that success comes by developing strategies and tactics that build brands and sell products.

Big ideas, solid strategy, excellent service, flawless execution and market-leading value!

**Eventive’s expertise**

- field team execution
- mobile tours
- public relations events
- retail-tainment
- sponsorship activation
- college marketing
- nightlife marketing
- business-to-employee events

**Clients**

Dannon, Kellogg, RIM BlackBerry, Diesel USA, FedEx Office, Michelin, Upper Deck, Birdseye, Polaris, Beam Global Spirits & Wine, Stonyfield Farm, Chock Full O’ Nuts



**GEORGE P. JOHNSON**  
 experience marketing

**George P Johnson Company**

3600 Giddings Road Auburn, MI 48326  
**Phone:** 248-475-2500  
**Fax:** 248-475-2325  
**Contact:** Jeff Rutchik  
 Senior Vice President - Client Services,  
 Worldwide and General Manager  
**Phone:** 508-513-3340  
**Email:** Jeff.Rutchik@gpj.com  
**Web site:** www.gpj.com

**Branch Offices**

Austin, Bangalore, Beijing, Boston, Brisbane, Brussels, Cologne, Detroit, Hong Kong, London, Los Angeles, Mumbai, Nashville, New Delhi, Paris, Portland, San Carlos, Seoul, Shanghai, Singapore, Stuttgart (2 locations), Sydney, Tokyo

**Specialization**

GPJ creates and delivers innovative experiences that motivate audiences and activate brands, worldwide.

**Additional Services**

GPJ’s Program Strategy, Creative, Technology and Delivery solutions generate award-winning events in every conceivable format, including trade show experiences, conferences, mobile marketing tours, roadshows, lifestyle marketing and entertainment/sports sponsorship campaigns.

**Representative Clients**

IBM  
 General Motors  
 Toyota

Cisco Systems  
 Sun Microsystems

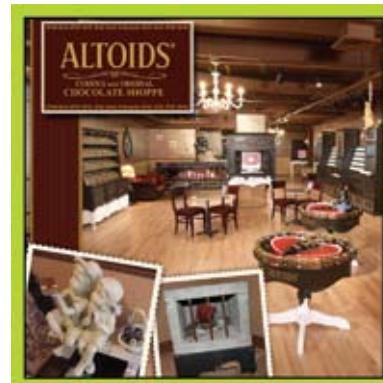
**Company Statement**

GPJ’s 24 offices worldwide are staffed by more than 1,000 full-time employees who deliver nearly 5,000 events annually in both established and emerging markets. We offer brand marketers a single agency resource to execute flawlessly regionally with the international platform and capabilities to scale your program over time.



**Gigunda Group Inc**

540 N Commercial St Manchester, NH 03101  
**Phone:** 603-314-5000  
**Fax:** 603-314-5001  
**Contact:** Scott Schoessel  
**Email:** scottsg@gigundagroup.com  
**Website:** www.gigundagroup.com



Welcome to Gigunda Group...a worldwide award winning organization of strategic thinkers & topnotch executors dedicated to delivering unforgettable brand experiences. We wrap our imagination around your most valuable asset, your brand. We create brand experiences that involve consumers allowing them to understand how and why your brand fits them.

Whether it’s responding to Hurricane Katrina while building brand equity in the ultimate proof-point environment (*Tide CleanStart Mobile Laundromat*), taking commodity out of the bath tissue equation by engaging families at the point-of-use (*Charmin NYC Restrooms & Charmin Potty Palooza*), delivering a curiously buzz worthy product launch by turning Valentine’s Day on it’s head (*Altoids Anti-Love Chocolate Shoppes*), or merging a new usage occasion with America’s hottest property (*Pop-Tarts & American Idol Concert Tour*), Gigunda delivers involvement to create brand fit.

## ☺☺☺ JACK MORTON

### Jack Morton Worldwide

142 Berkley Street  
Boston, MA 02116  
Phone: 617-585-7000

Fax: 617-585-7171

Contact: Liz Bigham, SVP Director of Marketing  
Email: liz\_bigham@jackmorton.com

Website: www.jackmorton.com



### Kerry Group LLC

10805 Sunset Office Drive, Suite 415  
St. Louis, MO 63127

Phone: 314-822-1711

Fax: 314-822-1645

Contact: Bob McCann

Email: bmc@kerrygroup.com

Website: www.kerrygroup.net

### Company Statement

The Kerry Group logo signifies the interlocking strength of brand relationships that live far beyond a single moment in time. We don't just have consumers experience a brand, we have them interact with it. We don't just run events, we run retail training programs to up-sell a brand's virtues and influence sales. And we don't just introduce consumers to the brand, we engage them with it.

The objective is to bring your brand story to life in ways that turn casual consumers into loyal fans, and a disinterested trade into brand ambassadors.

Do you want your brand to just be experienced, or forever embraced?

### Services:

Brand Engagement Marketing (events, experiences, sponsorship activation, ethnic and viral programs), Influencer training, trade and consumer incentives, promotions and advertising.



### Kicking Cow Promotions Inc

710 North Second Street, Suite 200S  
St Louis, MO 63102

Phone: 877-909-4COW

Contact: Mike O'Leary - Ext. 106

Email: miko@kickingcow.com

Website: www.kickingcow.com

**Company Description:** Kicking Cow is a fearless, happy, alert, confident, intelligent and lively agency. These qualities make the Cow a sturdy, vigorous companion, ready to meet the promotional world on a moment's notice. The unique personality of our feisty little agency is capturing the hearts of many, but we are not the agency for everyone. While adaptable to a variety of environments, we are first and foremost kind, caring, ethical individuals working together to accomplish great results!



### Marketing Werks Inc

130 E Randolph St, Suite 2400  
Chicago, IL 60601

Phone: 312-228-0800

Contact: Jason Vargas, SVP Business Development & Marketing

Email: jvargas@marketingwerks.com

Website: www.marketingwerks.com



...check out our listing in the **AGENCIES** section to see examples of our *werk*.



## the michael alan group

### the michael alan group

35 West 35th Street, 10th Floor  
New York, NY 10001

Phone: 212-563-7656

Fax: 212-563-7657

Contact: jessica murphy x21

Email: jessica@michael-alan.com

### who we are:

the michael alan group is a full service, award-winning, non-traditional marketing and event production company. we represent years of experience in the industry and most importantly, pride ourselves on our creativity. we have fun coming up with the most unique and innovative ideas for our clients - ideas that get brands and messaging directly into the hands and minds of consumers.

whether it involves assembling street teams in chicago, launching a product in miami, pulling a publicity stunt in times square or orchestrating a national tour, we handle every aspect of the campaign in-house.

we've worked hard to develop a good reputation in the industry by making ourselves readily available to the client and closely managing each aspect of the campaign to ensure it runs smoothly and successfully.

### we specialize in strategy, design and execution of the following:

- publicity stunts
- national tours
- sampling & distribution
- experimental marketing
- online promotion
- sponsorships & strategic partnerships

### our clients include:

- Nickelodeon
- People Magazine
- USA Network
- Saks Fifth Avenue
- IFC (Independent Film Channel)
- TripAdvisor.com
- Bon Appétit Magazine



### Next Marketing

2002 Summit Blvd, Suite 1425  
Atlanta, GA 30319

Phone: 770-225-2200

Fax: 770-225-2300

Contact: Henry Rischitelli, President

Email: henry.rischitelli@nextmarketing.com

Website: www.nextmarketing.com

Founded: 1993

### Company Description:

Next Marketing is an independent experiential marketing agency that embodies our clients' brand values through innovative engagements which create emotional connections leading to measurable results. The Next way means providing independent perspectives, and innovative solutions then standing accountable for results.

### Core Services:

- Sports Marketing Consulting, Activation and Measurement
- Mobile Marketing Consulting, Development and Execution
- Event Marketing Development, Management and Implementation

### Select Clients:

Boingo Wireless, Ethanol Promotion & Information Council (EPIC), General Motors, HP, Intel, LifeLock, Oracle, Panasonic, Plantronics, Principal Financial Group, Tabasco

# OgilvyAction

## OgilvyAction

309 W 49th Street  
 New York, NY 10019  
**Phone:** 212-297-8000  
**Fax:** 212-297-8006  
**Contact:** Jack Rooney, CEO, North America  
**Email:** jack.rooney@ogilvy.com  
**Website:** www.ogilvyaction.com

350 West Mart Center Drive, Suite 1150  
 Chicago, IL 60654  
**Phone:** 312-527-3900  
**Fax:** 312-527-3327

**Company Description:** OgilvyAction is the global brand activation arm for The Ogilvy Group. Focused on helping marketers win in "The Last Mile™," OgilvyAction utilizes a discipline-neutral mix of communications services that connects brands with consumers at key moments of truth.

Its global network of 59 offices in 47 countries leverages deep industry expertise and proprietary "Last Mile Analytics™" to drive both sales and brand equity for local and global clients.

OgilvyAction offers a wide spectrum of services including consumer promotion, experiential marketing, shopper & customer marketing, digital, retail design and sports & entertainment marketing. Its client portfolio features more than 300 businesses and organizations around the world. For additional information, visit www.ogilvyaction.com.

### North American Clients:

AIG  
 American Express  
 BAT  
 Dupont  
 Earthlink  
 Intercontinental Hotel Group  
 Kodak  
 Kraft  
 Lenovo  
 Motorola  
 S.C. Johnson  
 Western Union  
 Unilever

# Picture Marketing™

## Picture Marketing

20 Miwok Dr  
 Novato, CA 94947  
**Phone:** 949-235-7898  
**Fax:** 415-276-4553  
**Contact:** Terry Tonini  
**Email:** ttonini@picturemarketing.com  
**Website:** www.picturemarketing.com



Using our simple turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates a memorable experience that deepens connections with consumers
- Drives consumers to the sponsor's branded online activity
- Collects survey responses that drive CRM initiatives
- Quantifies the results of promotions
- Integrates with SMS, sampling, or other out-of-home promotional efforts



## PictureU Promotions

270 Carpenter Drive, Suite 100  
 Atlanta, GA 30328  
**Phone:** 800 929-0223  
**Contact:** David Wasserman, President  
**Email:** David@pictureu.com  
**Website:** www.pictureu.com



PictureU Promotions is a technology-based event marketing agency. We provide our clients with unique and innovative services that are utilized onsite to activate a sponsorship by enhancing a consumer's experience with the brand and collecting pertinent consumer information for our clients..

experience unlimited®



## Pierce

One Monument Square, 4th Floor  
 Portland, ME 04101  
**Phone:** 800-298-8582  
**Fax:** 207-761-4570  
**Contact:** Bob Martin, President  
**Email:** bob.martin@piercepromotions.com  
**Website:** www.piercepromotions.com

New York, Chicago, Washington, D.C., Bentonville

Pierce is a top-ranked, full-service marketing agency specializing in experiential, local, retail and specialty solutions. Pierce brings stunning reality to *experience unlimited®* - the philosophy that every brand has an experience within it and every consumer has an experience to share. Pierce is fully-owned by Omnicom Group Inc. and part of the Radiate Group, a network of best-in-class marketing agencies. Pierce provides full-service marketing across several brand activation experience points including mobile marketing, retail events, sampling and women's specialty marketing.

Verizon, Kraft, Procter & Gamble, Diageo, Sam's Club, Discovery Communications, TD Banknorth, SKYY Spirits, Scotts, Del Monte, DEWALT



## ProActive

600 W Chicago Ave Suite 125  
 Chicago, IL 60610  
**Phone:** 312-654-8844  
**Fax:** 312-654-8929  
**Contact:** Sarah Polster, Marketing Director  
**Email:** spolster@proactiveinc.com  
**Website:** www.proactiveinc.com

ProActive, A Freeman Company is a sophisticated full-service strategic communications, production and event management agency, delivering unique solutions, elevating production services and defining industry standards.

# PGW

## MARKETING & PROMOTIONS

### Promotions Group West

1629 Electric Avenue, Suite A  
Venice, CA 90291

**Phone:** 310-664-1095

**Fax:** 310-664-1053

**Contact:** Russ Jones

**Email:** russ@promotionsgroupwest.com

**Website:** www.promotionsgroupwest.com

**Company Description:** Promo Magazine 2007 Top 100, award-winning, Experiential Marketing Agency specializing in events, mobile touring attractions, theatrical street teams, guerrilla & grassroots tactics, mall/campus tours, national staffing, product Sampling, media stunts/press events, sports, entertainment & viral marketing. "Bring your brand to life."

**Additional Services:** Sweepstakes, fulfillment, warehousing, data entry.



### Ryan Partnership

50 Danbury Road  
Wilton, CT 06897

**Phone:** 203-210-3195

**Fax:** 203-210-7926

**Contact:** Dan Sullivan, President Emerging Business

**Email:** dsullivan@ryanpartnership.com

**Website:** www.ryanpartnership.com

**Other Offices:** Chicago, Columbus, Los Angeles, Dallas, Bentonville

**Company Description:** An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI - Return On Ideas.

We've earned a reputation for our ability to grow our clients' business, delivering award-winning work, through superior Creative and Strategic leadership.

Our innovative marketing solutions provide our clients with 360° solutions through our focused marketing disciplines including:

- Consumer Promotion
- Shopper Marketing and Retail Activation
- Direct Marketing
- Interactive
- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

**See How Far Ideas Can Take You™** is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You™!



### Team Enterprises

110 E Broward Blvd, Suite 2450  
Fort Lauderdale, FL 33301

**Phone:** 954-862-2400

**Fax:** 954-449-0261

**Contact:** Daniel K. Gregory, President

**Email:** info@teamenterprises.com

**Website:** www.teamenterprises.com

**Founded:** Boston, 1989

**Company Description:** TEAM creates memorable branded impressions for consumers while directly contributing to our clients' bottom line. We believe that to effectively market to today's savvy consumer, communication efforts must be part-art and part-science. Effective programming needs to tug at consumers' heartstrings or passion points, while providing our clients with a true ROI. With a footprint of over 120 cities, TEAM maintains an infrastructure that can quickly activate brands on a local or a national level -- scalable to any clients' requirements.

**Specialization:** While consumers tend to "tune out" many forms of traditional advertising, TEAM utilizes people and technology where consumers "seek out" new experiences. TEAM makes the interaction relevant while building brand health and driving sales.

**Additional Services:** Lifestyle, niche marketing such as youth & multicultural targeted programs, automotive, beverage, experiential, special events, sampling, mobile and activation strategy

**Partial Client List:** Dodge, Bacardi USA, Comcast, MillerCoors, Boar's Head, Elizabeth Arden, Red Bull

### Mission Statement:

TEAM achieves impact, extends brand reach and drives purchase intent for our clients through award-winning, results-driven strategic activation. "We are in the business of putting our clients' products in the consumers' hands."

# TracyLocke



### TracyLocke

1999 Bryan St, Suite 2800  
Dallas, TX 75201

**Phone:** 214-259-3500

**Contact:** Brian Powell, Managing Director

**Website:** www.tracylocke.com

**Year Founded:** 1913

**Offices:** Dallas, Texas; New York, New York; Wilton, Connecticut; San Francisco, California; Bentonville, Arkansas

### Company Description:

TracyLocke isn't a promotion agency, a digital agency or a traditional ad agency; we're an idea agency. One that creates ideas that move. Ideas that move people to brands™. With a complete understanding of the dynamic journey - whether in home, away from home, or at retail.

By doing this, we build brands and drive volume. Two things we don't believe are mutually exclusive. And we've been doing it for over 95 years.

### Areas of expertise include:

- Advertising
- Media Planning & Buying
- Direct Response
- Graphic Design
- Interactive
- Strategic Planning
- Promotions
- Retail Activation
- Field Marketing
- Shopper Marketing

### Clients:

- 7-Eleven
- Brown-Forman
- Clorox
- Del Monte
- Harrah's Entertainment
- Hershey's
- Kimberly-Clark
- MasterCard
- Nokia
- Omni Hotels
- PepsiCo
- Tabasco
- Texas Lottery
- YUM!